

Amendments to the Claims

Please amend the claims as follows:

1. (Original) A system for aggregating demand in group-buying sales conducted across an electronic network, comprising:
 - a computerized facility configured to conduct group-buying sales operably coupled to the electronic network, the computerized facility including specification software executable on the computerized facility and configured to:
 - receive item data from a seller that defines a featured item for a first group-buying sale, wherein the seller transmits the data over the electronic network to the computerized facility;
 - receive sale data from the seller that provides the seller's directions for the first group-buying sale, wherein the seller transmits the data over the electronic network to the computerized facility; and
 - store the received item data and the received sale data in a data repository, wherein the computerized facility uses the received sale data in conducting the first group-buying sale of the featured item defined by the received item data.
2. (Original) The system of claim 1 wherein the sale data provides directions for at least a second group-buying sale for the featured item, the computerized facility further comprising seller communication software executable on the computerized facility configured to send the seller status data about the first group-buying sale, wherein the specification software is further configured to receive update sale data from the seller that provides updated directions for the second group-buying sale.
3. (Original) The system of claim 1 wherein the specification software is further configured to:
 - receive seller data from the seller that identifies the seller and provides contact information for the seller; and
 - store the received seller data in the data repository, wherein the computerized facility provides the seller with status information about the first group-buying sale while the first group-buying sale is in progress.

4. (Original) The system of claim 1 wherein the received item data includes a featured item abstract and wherein the computerized facility further comprises seller/partner filter software executable on the computerized facility and configured to:

- receive partner abstract terms and partner display criteria from a partner site;
- retrieve the featured item abstract from the data repository and compare the featured item abstract with the partner abstract terms received from the partner site, wherein the seller/partner filter compares the featured item abstract with the partner abstract terms according to the partner display criteria; and
- send data about the featured item to the partner site if the seller/partner filter software identifies a match between the featured item abstract and the partner abstract terms according to the partner display criteria.

5. (Original) The system of claim 1 wherein the specification software is further configured to receive as item data from the seller a featured item name, a featured item description, and an image of the featured item.

6. (Original) The system of claim 1 wherein the specification software is further configured to:

- receive as item data from the seller a product/service category for the featured item; and

- store received the product/service category for the featured in the data repository, wherein the computerized facility arranges displays of featured items for prospective buyers according to each featured item's product/service category.

7. (Original) The system of claim 6 wherein the computerized facility arranges received featured items and product/service categories in a format organized according to a tree data structure.

8. (Original) The system of claim 1 wherein the sale data received from the seller by the specification software contains as elements a start date and an end date for the first group-buying sale of the featured item, an initial price for the featured item in the first group-buying sale, and a quantity of the featured item available for sale.

9. (Original) The system of claim 1 wherein the specification software is further configured to:

receive seller data from the seller that identifies the seller and provides contact information for the seller; and

store the received seller data in the data repository, wherein the computerized facility uses the seller data to communicate buyer information to the seller at the conclusion of the first group-buying sale for the featured item.

10. (Original) The system of claim 1 wherein the specification software is further configured to:

receive seller data from the seller that identifies the seller and provides contact information for the seller;

create a seller account for the seller on the computerized facility; and

store data describing the seller account in the data repository.

11.-14. (Canceled)

15. (Original) A system that provides self-service group-buying seller services over an electronic network, comprising:

a featured item description component configured to receive a seller's description of a featured item to be sold in a first group-buying sale conducted on a computerized facility coupled to buyers over the electronic network; and

a sale parameter component configured to receive the seller's instructions for the group-buying sale and provide the received instructions to the computerized facility.

16. (Original) The system of claim 15 wherein the seller instructions provide directions for at least a second group-buying sale for the featured item, the computerized facility further comprising a seller communication component configured to send the seller status data about the first group-buying sale, wherein the sale parameter component is further configured to receive update sale data from the seller that provides updated directions for the second group-buying sale.

17. (Currently Amended) A system that provides self-service group-buying seller services over an electronic network, comprising:

a first computing system containing software executable on the first computing system, wherein the software is configured to:

send first data from a seller describing a featured item to be sold in a first group buying sale to a second computing system hosting a group-buying sale, wherein the first computing system is operably coupled to the second computing system over an electronic network;

send second data providing instructions for the group-buying sale to the second computing system; and

receive scheduling data about the group-buying sale from the second computing system.

18. (Original) A method for aggregating demand in group-buying sales conducted across an electronic network, comprising:

receiving item data from a seller, the item data defining a featured item for a first group-buying sale, wherein the seller transmits the item data over the electronic network to a computerized facility configured to conduct group-buying sales over the electronic network;

receiving sale data from the seller, the sale data providing the seller's directions for the first group-buying sale, wherein the seller transmits the sale data over the electronic network to the computerized facility; and

storing the received item data and the received sale data in a data repository, wherein the computerized facility uses the received sale data in conducting the first group-buying sale of the featured item defined by the received item data.

19. (Original) The method of claim 18 wherein the received sale data provides directions for at least a second group-buying sale for the featured item, the method further comprising:

sending the seller status data about the first group-buying sale, wherein specification software executable on the computerized facility is configured to receive update sale data from the seller that provides updated directions for the second group buying sale.

20. (Original) The method of claim 18 further comprising:
receiving seller data from the seller that identifies the seller and provides contact information for the seller; and
storing the received seller data in the data repository, wherein the computerized facility provides the seller with status information about the first group-buying sale while the first group-buying sale is in progress.

21. (Original) The method of claim 18 wherein the received item data includes a featured item abstract, the method further comprising:
receiving partner abstract terms and partner display criteria from a partner site;
retrieving the featured item abstract from the data repository and comparing the featured item abstract with the partner abstract terms received from the partner site, wherein a seller/partner filter compares the featured item abstract with the partner abstract terms according to the partner display criteria; and
sending data about the featured item to the partner site if the seller/partner filter identifies a match between the featured item abstract and the partner abstract terms according to the partner display criteria.

22. (Original) The method of claim 18 wherein the received item data from the seller includes a featured item name, a featured item description, and an image of the featured item.

23. (Original) The method of claim 18, the method further comprising:
receiving as item data from the seller a product/service category for the featured item; and
storing received the product/service category for the featured in the data repository, wherein the computerized facility arranges displays of featured items for prospective buyers according to each featured item's product/service category.

24. (Original) The method of claim 23 wherein the computerized facility arranges received featured items and product/service categories in a tree data structure format.

25. (Original) The method of claim 18 wherein the sale data received from the seller contains as elements a start date and an end date for the first group-buying sale of the featured item, an initial price for the featured item in the first group-buying sale, and a quantity of the featured item available for sale, the method further comprising:
conducting the first group-buying sale in the computerized facility using each element of the sale data.

26. (Original) The method of claim 18, further comprising:
receiving seller data from the seller that identifies the seller and provides contact information for the seller; and
storing the received seller data in the data repository, wherein the computerized facility uses the seller data to communicate buyer information to the seller when the first group-buying sale for the featured item concludes.

27. (Original) The method of claim 18, further comprising:
receiving seller data from the seller that identifies the seller and provides contact information for the seller;
creating a seller account for the seller on the computerized facility; and
storing data describing the seller account in the data repository.

28.-31. (Canceled)

32. (Original) A method that provides self-service group-buying seller services over an electronic network, comprising:
receiving in a featured item description component a seller's description of a featured item to be sold in a first group-buying sale conducted on a computerized facility coupled to buyer computer systems over the electronic network; and
receiving in a sale parameter component the seller's instructions for the group-buying sale and providing the received instructions to the computerized facility.

33. (Original) The method of claim 32 wherein the seller instructions provide directions for at least a second group-buying sale for the featured item, the method further comprising:

sending the seller status data about the first group-buying sale; and
receiving update sale data from the seller that provides updated directions for
the second group-buying sale.

34. (Currently Amended) A method that provides self-service group-buying seller services over an electronic network, comprising:

sending first data from a seller describing a featured item to be sold in a first group buying sale from a first computer system to a second computing system that hosts a group-buying sale, wherein the first computing system is operably coupled to the second computing system over an electronic network;

sending second data providing instructions for the group-buying sale from the first computing system to the second computing system; and

receiving scheduling data in the first computing system about the group-buying sale from the second computing system.

35. (Currently Amended) A computer-readable data transmission medium containing a data structure comprising:

(a) a first portion that defines a featured item for a first group-buying sale, wherein the first group-buying sale is conducted by a computerized facility over an electronic network operably coupled to computing systems of potential buyers of the featured item;

(b) a second portion that provides directions of a seller to the computerized facility for conducting the first group-buying sale; and

(c) a third portion that identifies a seller of the featured item.

36. (Original) The computer-readable data transmission medium of claim 35 wherein the first portion, the second portion, and the third portion are adapted for transmission over an electronic network to the computerized facility.

37. (Original) The computer-readable data transmission medium of claim 35 wherein the first portion, the second portion, and the third portion are configured for receipt by the computerized facility following transmission over an electronic network, the computerized facility storing the first portion, second portion, and third portion in a data repository.

38. (Original) A computer-readable medium having computer-executable instructions for performing a method for aggregating demand in group-buying sales conducted across an electronic network, comprising:

receiving item data from a seller that defines a featured item for a first group-buying sale, wherein the seller transmits the data over the electronic network to a computerized facility configured to conduct group-buying sales over the electronic network;

receiving sale data from the seller that provides the seller's directions for the first group-buying sale, wherein the seller transmits the data over the electronic network to the computerized facility; and

storing the received item data and the received sale data in a data repository, wherein the computerized facility uses the received sale data in conducting the first group-buying sale of the featured item defined by the received item data.